



WASHINGTON, DC

July 15, 2009

Ms. Marlene H. Dortch
Secretary
Federal Communications Commission
445 12th Street, SW
Washington, DC 20554

Re: MB Docket No. 99-325
Notice of Ex Parte Presentation

Dear Ms. Dortch

This letter is to notify the Commission, pursuant to Section 1.1206 of the Commission's Rules, of a meeting held on July 15, 2009 between Paul V. Brenner, President of the Broadcaster Traffic Consortium, LLC ("BTC") and Peter Doyle, Ryan Aggergaard, James Bradshaw, Steven Broeckaert, Susan Crawford, Ann Gallagher, Brendan Murray, and Charles Miller. Also in attendance were Steven A. Lerman and John W. Bagwell of Lerman Senter PLLC, as counsel to BTC.

At this meeting, the participants discussed the BTC's efforts, as a broadcast industry-wide association, to explore and develop HD Radio applications to broadcast real-time traffic and other location-based information to portable navigation devices and automobile in-dash receivers. The meeting also included a discussion as to how BTC's efforts may be affected by the pending request for an increase in HD Radio power levels and the timing of such an increase. A copy of the presentation that was distributed at the meeting is attached to this letter.

Any questions regarding this matter should be directed to the undersigned.

Respectfully submitted,

A handwritten signature in blue ink, appearing to read 'Steven A. Lerman', is written over a horizontal line.

Steven A. Lerman

cc: (via email)

Peter Doyle	Ann Gallagher
Ryan Aggergaard	Brendan Murray
Jim Bradshaw	Charles Miller
Steven Broeckaert	
Susan Crawford	Paul Brenner

Attachment

BTC Business Operations – The Need For An FM HD Power Increase

July 15, 2009

Digital Radio Data Broadcast (IBOC)

2G (GSM, CDMA)

3G (WCDMA, HSDPA, EV-DO)

3G (WCDMA, HSDPA, EV-DO)

WiMAX



Urban

Wi-Fi



Rural

WiMAX

Wi-Fi



Suburbs

WiMAX



Urban

IBOC Facilitates Diverse Non-Subscription Services Reaching More Consumers

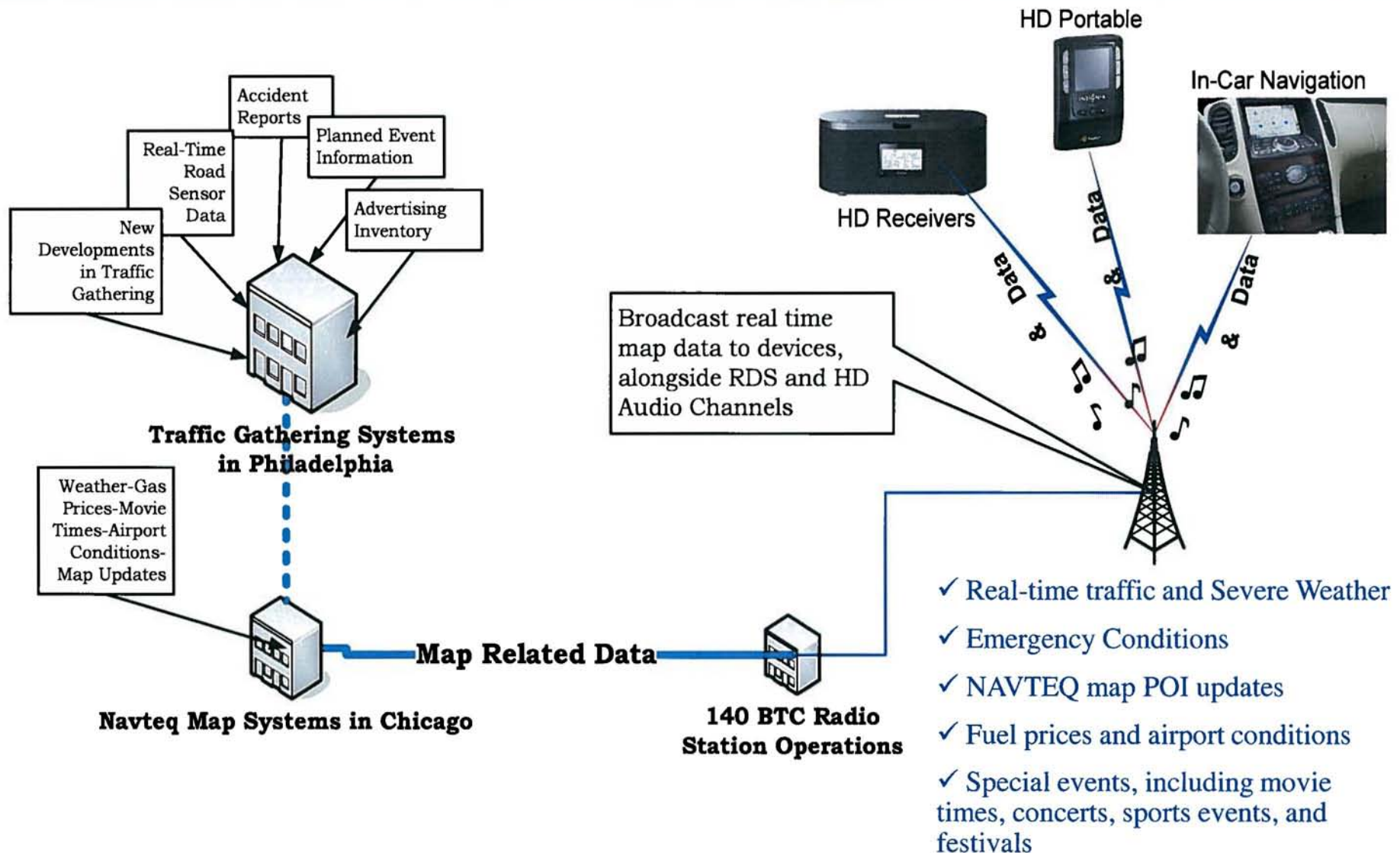
What is the Broadcaster Traffic Consortium?

- Group of radio organizations unified as a single business entity focused on building a North American, terrestrial broadcasting, data distribution channel via HD Data and RDS-TMC
 - **16 Organizations and Growing** - Bonneville, Cox Radio, Emmis, Entercom, Greater Media, Radio-One, Beasley, NPR, Lincoln Financial Media, Cumulus, Hubbard, Cobalt Media, Journal, Saga, Regent and Corus Entertainment
 - Initially covering **74 US Markets** with HD Radio Data, **~82 US Markets** with RDS, **Top 7 CA Markets** with RDS
- BTC purpose is to accelerate consumer HD receiver penetration initially through our partnership with Navteq and possible expansion to other more content partnerships
 - AmberAlert / SilverAlert notifications
 - Conditional Access driver
 - eNewspaper daily broadcast to portable readers
 - Chip manufacturer device assistance
 - Device and automaker controls – Vehicle targeted recall notice



- Announced **commercial availability** of HD Radio-based service at National Association of Broadcasters (NAB) Show in early April
- Huge financial and staff commitment to HD Radio product lines
- Availability in 70+ markets
 - 170 million in population – **broadest HD datacast coverage** to-date
 - Another 5 markets coming on air in the next few weeks
- **Strong partnership** with Broadcaster Traffic Consortium (BTC)
- **Highest capacity** available in marketplace
- **Best Real-Time Traffic** service
- **Rich content support:** Weather, Fuel Prices, Emergency Road and Weather conditions, Advertisement Support

How Does This Work?

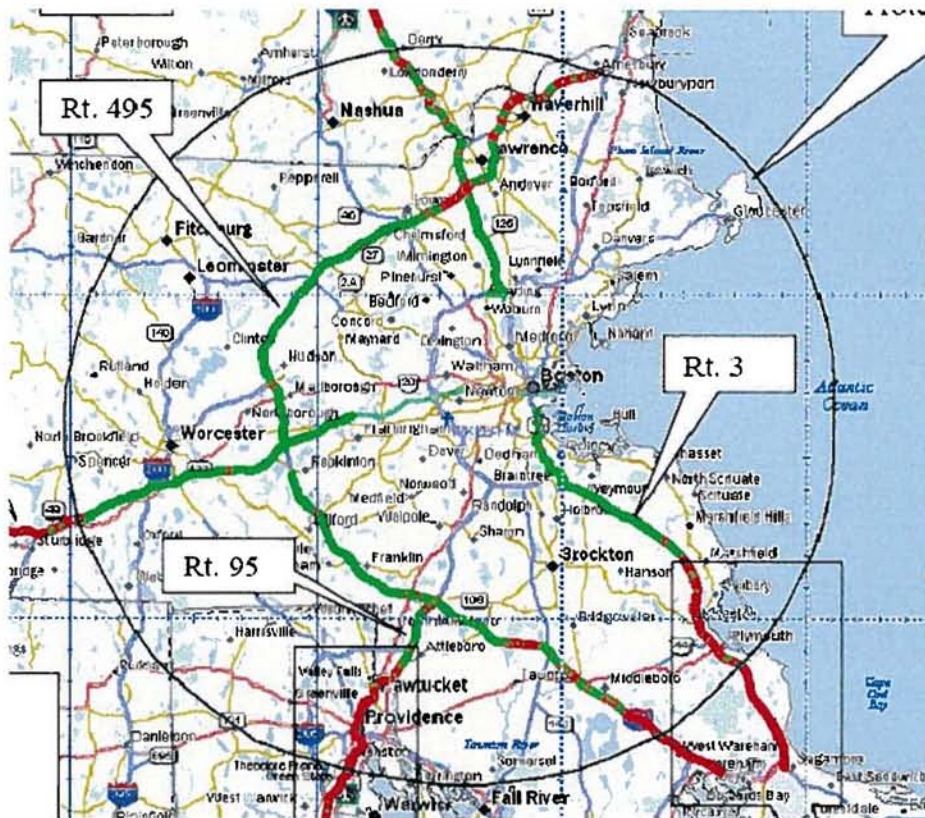


Manufacturer Expectations

➤ Automakers ask for...

- FCC decision timelines and adoption rates of proposed HD power are imperative – Interim Power Level to -14dB would help but -10dB offers better replication of analog FM
- Detailed coverage review by ground truth, in-market density, travel routes and total population
- Assessment for HD readiness drives 2009 decisions for 2011/2012 and beyond

HD Coverage in Green at Current (-20dB)



HD Coverage in Green at Proposed (-10dB)



HD Dynamic Content

Map Integrated – Live HD OTA - Traffic



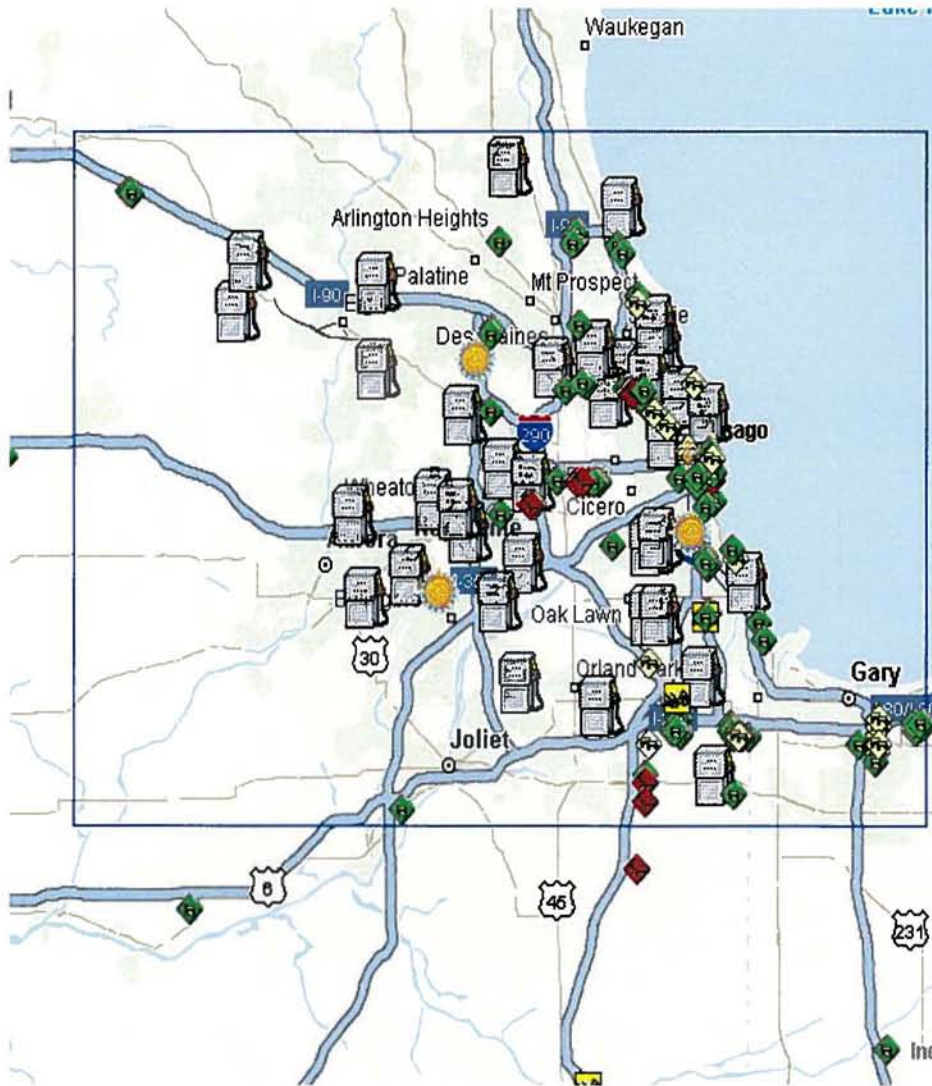
- 1/1/0001 12:00:00 AM
- Complete Description
- Latitude,Longitude = 42.83849,-87.95259
- Message Dump
- US-41 NORTHBOUND: Traffic congestion, average speed of 20 mph
- I-65 SOUTHBOUND: Traffic congestion, average speed of 45 mph
- I-90/I-94 EASTBOUND: Traffic congestion, average speed of 40 mph
- I-90/I-94 WESTBOUND: Traffic congestion, average speed of 40 mph
- I-80 WESTBOUND: Traffic flowing freely
- I-80/I-90 WESTBOUND: Traffic congestion, average speed of 20 mph
- I-94 EASTBOUND: Traffic flowing freely
- I-90/I-94 EASTBOUND: Traffic flowing freely
- I-57 SOUTHBOUND: Serious accident
- I-57 SOUTHBOUND: Traffic flowing freely
- I-80/I-90 EASTBOUND: Traffic flowing freely
- US-41 NORTHBOUND: Traffic congestion, average speed of 20 mph
- I-94 WESTBOUND: Traffic flowing freely
- I-190 EASTBOUND: Traffic flowing freely
- I-94 WESTBOUND: Traffic congestion, average speed of 25 mph
- I-90 EASTBOUND: Traffic congestion, average speed of 45 mph
- I-88 EASTBOUND: Traffic flowing freely
- I-39/I-90 NORTHBOUND: Traffic flowing freely
- I-90/I-94 EASTBOUND: Traffic congestion, average speed of 40 mph
- I-80/I-90 EASTBOUND: Traffic flowing freely
- I-94 WESTBOUND: Traffic flowing freely

HD Dynamic Content

Map Integrated – Live HD OTA - Fuel Prices



FuelPrices



- + CITGO (1030 LAKE ST, IL)
- + CITGO (26951 N IL ROUTE 83, IL)
- + CITGO (7662 N MILWAUKEE AVE, IL)
- + CITGO (5343 TOUHY AVE, IL)
- + CITGO (104 WASHINGTON AVE, IL)
- + LAKE MARION KWIK SHOPPE (180 LAKE MARIAN RI
- + CITGO (1050 E NEW YORK ST, IL)
- + CITGO (1050 E NEW YORK ST, IL)
- + TUXEDO JUNCTION (3738 S CICERO AVE, IL)
- + BP (816 ST CHARLES ST, IL)
- + CITGO (0S151 WINFIELD RD, IL)
- + CITGO (0S151 WINFIELD RD, IL)
- + CITGO (5117 FAIRVIEW AVE, IL)
- + BP (990 S STATE ST, IL)
- REG = 2.140
- DSL = 0.000
- PRE = 2.340
- MID = 2.240
- ETH = 0.000
- = 0.000
- Currency = USD
- Latitude,Longitude = 42.08849,-88.53013
- Message Dump
- + GAS MART (108 N BATAVIA AVE, IL)
- + GAS MART (331 RICE LAKE SQ, IL)
- + PHILLIPS 66 (2340 75TH ST, IL)
- + SHELL (1620 W 127TH ST, IL)
- + SHELL (1620 W 127TH ST, IL)
- + BP (550 W NORTH AVE, IL)
- + BP (550 W NORTH AVE, IL)
- + BP (4721 W 87TH ST, IL)
- + BP (14299 S LA GRANGE RD, IL)
- + BP (14299 S LA GRANGE RD, IL)
- + BP (14299 S LA GRANGE RD, IL)
- + ASHLAND ADDISON (3600 N ASHLAND AVE, IL)